

62

Hollar & Co., Inc.

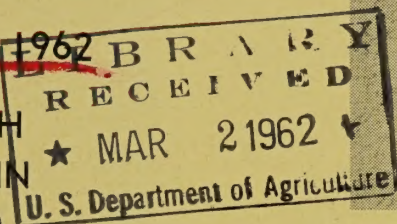
Rocky Ford, Colorado, U. S. A.

—Since 1904—

CONTRACT PRICE LIST

Preplanting Prices For Spring 1962

- ★ WATERMELON
- ★ CANTALOUPE
- ★ CUCUMBER
- ★ SQUASH
- ★ PUMPKIN
- ★ GOURD



BABY SLIP HONEY DEW (New) A small (5"x5½") early (85 days) Green-Fleshed Honey Dew that actually "slips" like a Cantaloupe when ripe. One of our own introductions for 1962.

CANTALOUPE and MUSKMELON

COLORADO AND CALIFORNIA GROWN

POUNDS	Per lb.	in lots
	75 lbs. & up	74 lbs. & less
..... Allnet (Mildew Resistant)		
..... Banana		
..... Bender's Surprise		
..... Bush Midget		
..... Casaba, Golden Beauty		
..... Casaba, Sungold		
..... Cranshaw		
..... Delicious, Golden		
..... Delicious 51 (Fus. Wilt. Res.)		
..... Delta Gold (Downy/Powdery Res.)		
..... Extra Early Green Flesh		
..... Edisto (Alter. P. M. Res.)		
..... Eden Gem		
..... Emerald Gem		
..... Extra Early Hanover		
..... Far North		
..... Giant Perfection		
..... Golden Champlain		
..... Golden Gate 45		
..... Gold Lined (Green Flesh)		
..... Harvest Queen (Fus. Res.)		
..... Hale's Best No. 36		
..... Hale's Best No. 933		
..... Hale's Best Jumbo, Imp.		
..... Hale's Best No. 45 PMR		
..... Hearts of Gold Improved		
..... Hollybrook Luscious		
..... Honey Rock (Wilt Res.)		
..... Honey Rock/Large Strain		
..... Honey Dew Green Flesh		
..... Honey Dew, Baby Slip (New)		
..... Honey Dew Golden Rind		
..... Iroquois		

CANTALOUPE and MUSKMELON (Cont'd.)

POUNDS	Per lb.	in lots
	75 lbs. & up	74 lbs. & less
..... Imperial No. 45 (Original P.M.R.)		
..... Imperial No. 45 Impd. Shipper		
..... Imperial D2 (Powdery Mil. Res.)		
..... Imperial No. 4-50, Thick Flesh P.M. ..		
..... Imperial No. 5 (P. Mildew Res.)		
..... Imperial No. 6 (P. Mildew Res.)		
..... Knight's Early		
..... Lake Champlain		
..... Long John or Herrick		
..... Milwaukee Market		
..... New Yorker		
..... Netted Gem (Original)		
..... Pennsweet (All-American)		
..... Perfected Perfecto		
..... Persian, Small		
..... Persian, Medium		
..... Pershaw, Golden		
..... Pollock 10-25		
..... Pride of Wisconsin		
..... Queen of Colorado		
..... Rio Gold 65 D/P Mil. Res.		
..... Rocky Ford Green Flesh		
..... Rocky Ford Gold Lined		
..... Rocky Ford Junior		
..... Schoon's Hardshell		
..... Seminole		
..... Sierra Gold, Early Shipper M. R.		
..... Smith's Perfect (Downy Mil. Res.)		
..... Spartan Rock (F. Wilt. Res.)		
..... S. R. 91 Improved (Sulphur Res.)		
..... Super Market F1 Hybrid		
..... Texas No. 1 (Downy Mil/Aphid Res.) ..		
..... Tip Top		
..... Wescan (D. & P. M.) (New)		

CONTRACT PRICES WILL BE INCREASED 5% (net) after May 1st. We need your contract before planting time.

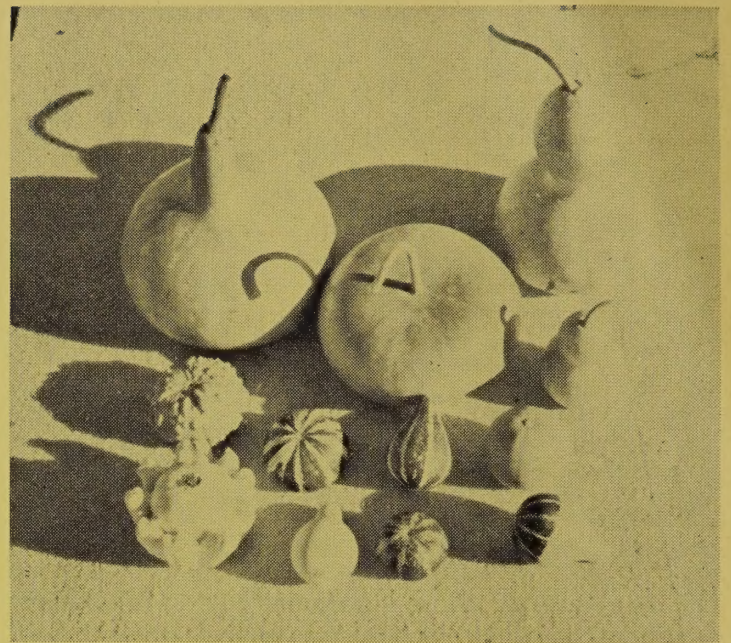
THE FULL-LINE VINE SEED SPECIALISTS

CUCUMBER

Per lb. in lots
100 lbs. 99 lbs.
& up & less

POUNDS

.....	A & C or Colorado
.....	Ashley (Mildew Res.)
.....	Apple Shape or True Lemon
.....	Apple Crystal or White Lemon
.....	Black Diamond
.....	Boston Pickle
.....	Chicago Pickle
.....	Cool & Crisp
.....	Davis Perfect
.....	Earliest of All
.....	Early Cluster
.....	Early Fortune
.....	Early White Spine
.....	Early Russian
.....	Early Surecrop F1 Hybrid
.....	Early Marketer F1 Hybrid
.....	Fletcher (Scab/DM Res.)
.....	Japanese Climbing
.....	Longfellow or Vaughan
.....	Long Green, Imp'd. White Spine
.....	Long Green, Imp'd. Black Spine
.....	Mandarin
.....	Marketer
.....	Marketer, Long Strain
.....	Mincu
.....	Model
.....	National Pickle
.....	Ohio M. R. 17 (Mosaic Res.)
.....	Ohio M. R. 25 (Mosaic Res.)
.....	Ohio M. R. 200 (Slicer, Mosaic Res.)
.....	Palmetto (Mildew Res.)
.....	Palomar (Mildew Res.)
.....	P-51 (Downy Mildew Resistant)
.....	Producer
.....	Saticoy F1 Hybrid
.....	Smoothie, Dark Green
.....	SMR — 58
.....	Snow's Pickle
.....	Spartan Dawn Hybrid F1
.....	Staysgreen, Short Type
.....	Staysgreen, Long Type
.....	Stono (Mildew Res.)
.....	Straight Eight
.....	Tablegreen (Mosaic Resistant Slicer)
.....	Total Marketer F1 Hybrid
.....	Thorburn's Everbearing
.....	Vine Peach
.....	West India Gherkin
.....	White Spine, Arlington
.....	White Spine, Improved
.....	Wisconsin S. R. 6 (Spot Rot Res.)
.....	Wisconsin S.M.R. 12, S.R./Mos. Res.
.....	Wisconsin S.M.R. 15, S.R./Mos. Res.
.....	Wisconsin S.M.R. 18, S.R./Mos. Res.
.....	White Wonder



A FEW of the many brightly colored and distinctively shaped gourds which we grow in separate isolated fields. Our mixtures are largely from distinct types, grown separately.

GOURD

Per lb. in lots
75 lbs. 74 lbs.
& up & less

POUNDS

.....	Apple, Small Fruited
.....	Bottle, Large
.....	Bottle, Small
.....	Calabash/Powderhorn
.....	Crown of Thorns
.....	Hercules Club
.....	Italian, Edible
.....	Mixed, Large Types
.....	Mixed, Small Ornamental
.....	Mixed, Small and Large Types
.....	Nest Egg
.....	Pear, Bi-Colored
.....	Small Orange
.....	Small Spoon
.....	Small Warted
.....	Sugar Trough/Bird House
.....	Syphon
.....	Turk's Cap
.....	Turk's Turban (Ornamental Squash)
.....	Zucca, Giant, Edible

PUMPKIN

.....	Cheyenne Bush
.....	Connecticut Field/Big Tom
.....	Cushaw, Golden
.....	Cushaw, Green Striped
.....	Cushaw, White
.....	Dickinson
.....	Halloween or Jack O'Lantern
.....	Kentucky Field (Dickinson Strain)
.....	King of Mammoth
.....	Small Sugar or New England Pie

Early Contracts Help You
Receive Full Deliveries



BUTTERNUT DWARF. A new distinct variety introduced by Hollar & Co., Inc. for 1962. Fruit is approximately 5" long and weighs 1 to 1½ lbs. Edible in 60 days, matures for storage in about 80 days. No thin or crook necks. Sets fruit at almost every leaf node under favorable conditions. Color, flavor and plant habit similar to standard Butternut.

SQUASH

COLORADO AND CALIFORNIA GROWN (SUMMER VARIETIES)

Per lb.	in lots
75 lbs.	74 lbs.
& up	& less

POUNDS

.....	Beautini F1 Hybrid
.....	Black Beauty
.....	Blackini F1 Hybrid
.....	Caserta
.....	Cocozelle, Green Bush
.....	Cocozelle, Long Dark (Bush)
.....	Cozini
.....	Crookneck, Early Summer Yellow
.....	Saticoy F1 Hybrid (Crookneck)
.....	Storr's Green F1 Hybrid
.....	Scallop, Benning's Green Tint
.....	Scallop, Benning's Small Blo. Scar
.....	Scallop, Early White Bush
.....	Scallop, Mammoth White Bush
.....	Straightneck, Early Prolific Imp'd.
.....	Tatume
.....	Vegetable Marrow, Green Bush
.....	Vegetable Marrow, Green Vine
.....	Vegetable Marrow, White Bush
.....	Vegetable Marrow, White Vine
.....	Zucchini, Black Imp'd
.....	Zucchini, Black (Slim Seeded)
.....	Zucchini, Grey (Sm. Seeded/Fruited)

(WINTER VARIETIES)

.....	Baby Blue
.....	Banana, Blue or Slate
.....	Banana, Pink
.....	Banana, Pink Jumbo

SQUASH Cont'd.

Per lb.	in lots
75 lbs.	74 lbs.
& up	& less

POUNDS

.....	Boston Marrow
.....	Buttercup
.....	Buttercup, Bush Type
.....	Butternut Dwarf (New)
.....	Butternut (Pre-Bloom Rogued)
.....	Butternut (Improved Strain)
.....	Delicious, Golden
.....	Delicious, Green
.....	Ebony Acorn
.....	Hubbard, Blue
.....	Hubbard, Blue New England Strain ..
.....	Hubbard Chicago Warted
.....	Hubbard, Improved Green (True) ..
.....	Hubbard, Golden
.....	Marblehead, Mammoth or Umatilla ..
.....	Table Queen or Acorn
.....	Table Queen, Mam'th (Royal Acorn) ..
.....	Turk's Turban, Colorful
.....	Warren Turban (Lrg. Fr'td/Orange) ..

WATERMELON (See Reverse Side)

TREATING PRICES

We recommend a combination insecticide and fungicide for complete protection at 3c per lb. Other treatments by special order only.

PACKAGING PRICES

FOR ONE-POUND TIN—18c above bulk price.*

FOR FIVE-POUND TIN—8c per pound above bulk price.*

* For orders of less than 96 lbs. per variety, to be tinned, add 5c per lb. for extra handling. Orders for less than 12 lbs. in 1 lb. tins or 20 lbs. in 5 lb. tins can not be accepted.

One pound tins packed either 12 or 24 per case. Five pound tins packed 4 (20 lbs.) per case.



ALL METAL TINS. Seed from SELECT fields is dried, then REDRIED to the moisture level we have determined by research to be proper for these seeds. This treatment plus insecticide & fungicide, assures you maximum speed of germination and seedling vigor. We are proud of the seed that come out of these tins!

Over twenty individual labels now in use; a color photo of each of the major varieties and many of the minor varieties.

WATERMELON

Per lb. in lots
75 lbs. 74 lbs.
& up & less

POUNDS

Black Diamond
Black Diamond (Colo. Cert.)
Black Diamond, Yellow Belly
Black Diamond,
Yellow Belly (Colo. Cert.)
Blackstone (Anthracnose Res.)
Blackstone (Colo. Cert.)
Blacklee (Wilt Res.)
Charleston Gray (Anth. Wilt Res.)
Charleston Gray (Colo. Cert.)
Charleston Gray #133 (Colo. Cert.)
Calhoun Sweet (Wilt Res.)
Chilean Black Seeded
Chris Cross (Colo. Cert.)
Cole's Early or Harris Earliest
Congo (Anthracnose Res.)
Congo (Colo. Cert.)
Dixie Queen (Wilt Res.)
Dixie Queen (Colo. Cert.)
Early Arizona
Early Canada
Early Kansas or Red Russian
Fairfax (Anthracnose/Wilt Res.)
Florida Giant
Florida Giant (Colo. Cert.)
Garrison
Garrisonian (Anthracnose Res.)
Garrisonian (Colo. Cert.)
Georgia Rattlesnake
Golden Honey
Halbert Honey (Wilt Res.)
Hawksbury, Purdue (Wilt Res.)
Hope Diamond (Anthrac. Wilt Res.)
Hope Diamond (Colo. Cert.)
Ice Cream
Irish Grey
Ice Box Red Flesh
King and Queen (Winter)
Kleckley Sweet
Kleckley Sweet Improved
Kleckley Sweet No. 6 (Wilt Res.)
Klondike Black Seed No. 3
Klondike Black Seed TR-3
Klondike Black Seed, No. WR-3
Klondike Black Seed WR-155
Klondike R7 (Wilt Res.)
Klondike 65 (Wilt Res.)
Klondike Black Seed WR-113
Klondike Striped No. 11
Klondike Blue Ribbon Striped W. R.
Klondike RS-57 (Striped) W.R.
Midget, Golden
New Hampshire Midget
New Hampshire Midget (Colo. Cert.)
Northern Sweet
Peacock, Special Shipper
Peacock, Scarlet
Peacock, W.R. 60 (Wilt Res.)
Peerless
Rhode Island Red
Shipper (New) Black Diamond Type
Shipper (Colo. Cert.)
Spalding (Colo. Cert.)
Stone Mountain
Sugar Baby
Sugar Baby (Colo. Cert.)
Sweetheart
Tendersweet
Texas Giant
Texas Giant (Colo. Cert.)
Tom Watson
Wilson's Sweet
Wilson's Sweet (Colo. Cert.)
Winona (Wilt Res.)
Wondermelon (Wilt Res.)

CITRON

Citron, Green Seeded (Preserving)
Citron, Red Seeded (Preserving)

SEED GROWING CONTRACT

Hollar & Co., Inc., hereby agrees to undertake the production of the within named varieties and quantities of seed. The purchaser agrees to accept and pay for these seeds according to the following terms and conditions. This contract is final when signed and accepted at Rocky Ford, Colo., and is executed and performed at Rocky Ford, Colo. Sale is FOB Rocky Ford. Containers extra at market value. TERMS are 5% discount for cash within 15 days, net 60 days, for firms with approved rating; otherwise draft with bill of lading. 1% service charge per month will be charged on past due accounts. No discount on containers or chemical treatment. It is agreed that a pro-rata delivery will be accepted as a satisfactory delivery in case of shortage caused by short crop, fire or accident. Purchaser agrees to accept shipment when ready, at sellers option. It is agreed that any controversy or claim arising out of or relating to this contract, or the breach thereof, shall be settled by arbitration in accordance with the rules of the AMERICAN ARBITRATION ASSOCIATION of the A.S.T.A. or such other rules as it may designate. The arbitration shall be held in the U.S.A. unless the parties agree upon another locality. This agreement shall be enforceable and judgment upon any award rendered by the arbitrators may be entered in any court having jurisdiction thereof. Any and all seeds sold by Hollar & Co., Inc. are subject to the following Limited Warranty: "Subject to the limitation of liability herein set forth, we warrant that the seeds sold are as described on the container, within recognized tolerances. Our liability on this warranty is limited in amount to the purchase price of the seeds. In no event shall we be liable for the crop, or for any loss due to the failure, impairment or quality thereof or varietal variance therein, whether such loss results from breach of the foregoing warranty, from breach of any other provision of the buyer's contract for purchase of said seeds, or from any other cause."

According to the above terms and conditions you may enter our order for the quantities and varieties indicated.

(Signed)
(Customer's signature & position)

.....
(Customer's address)

HOLLAR AND CO., INC. by.....

Date.....

Shipping Instructions:

() Rail () Truck